

Title 35, Part II, Subpart 2
Chapter 02 Advertising and Promotions

- 100 No person, firm or corporation shall originate advertisements in dry counties of this State, pursuant to Miss. Code Ann. Sections 67-1-1, 67-1-13, 67-1-15 and 67-5-5, when such advertisement deals with an alcoholic beverage, including but not limited to advertisements by newspapers, radio, television, circular, dodger, word-by-mouth, signs, billboards, displays or any other advertising media.
- 101 All alcoholic beverage advertising, and any industry related promotions such as contests and sweepstakes should be submitted by the retailer to the Chief of Enforcement for prior approval. If an individual item awarded by an industry related promotion exceeds \$50 in value, the retailer shall forward the name and address of the winner of such item to the Chief of Enforcement within 30 days of such an award. Failure to comply with either of these requirements could be considered a violation of Miss. Code Ann Section 67-1-71 and may subject the permittee to disciplinary action.
- 102 For purposes of this regulation, a contest or sweepstake shall not include any giveaways that require the purchase of chances to win or purchase of an item for a chance to enter. Such giveaways could be considered an illegal raffle and result in disciplinary action.
- 103 (Reserved)

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